



LIFT's mission is to enhance family economic mobility by supporting government and social service providers in reversing systems that have historically blocked and stripped wealth from communities of color. The following brief provides a deeper dive into LIFT's evidence-based model, illustrating how our tailored approach empowers organizations to achieve sustained practice change. We also share examples of LIFT's impact, highlighting how this work drives meaningful change for families.

Despite the proven benefits of holistic, family-centered economic mobility coaching, many government and social service providers lack the training and support needed to implement this practice effectively. LIFT addresses this gap by offering targeted technical assistance to help these organizations improve their service delivery and outcomes, reaching a larger number of families in need. This approach not only enhances the capacity of service providers but also fosters systemic change.

LIFT's technical assistance model offers a replicable and scalable solution within our four priority sectors — pediatric healthcare, higher education, government benefits, and early childhood. These are spaces where parents already show up in large numbers, providing an opportunity to equip frontline staff with targeted training and ongoing support to LIFT enable the adoption of holistic, family-centered coaching practices.

In the coming year, we are launching third-party evaluations in our four priority sectors to further validate our impact, and as we continue to grow rapidly, we welcome new program partners and funders in both current and new geographies.

LIFT'S APPROACH TO TECHNICAL ASSISTANCE

We know our approach works — a randomized control trial of a LIFT technical assistance partnership demonstrated statistically significant impact and affirmed the efficacy of our model, demonstrating that families in their programs are more likely to make progress.

LIFT's technical assistance process is designed to adapt to each partners' context, challenges, obligations, and the barriers holding them back, ensuring lasting impact. Over a two-year period, we tailor our training to meet their unique needs, ensuring financial coaching becomes an integral part of the organization's work. Monthly check-ins with supervisors and staff, data analysis, and ongoing support help ensure the training sticks—enabling staff to confidently engage families in these critical conversations about money.

REFLECTIONS FROM LIFT MEMBERS

The need for change is palpable and within reach. We have the power to create a system that works for parents – a system envisioned by LIFT parents where they feel “supported, respected, empowered, heard, and valued.”



Why should parents have to **jump through endless hoops** just to secure a better future for their kids?

“By centering the needs and experiences of those we serve, we can create a social service system **that truly uplifts and empowers.**”



Since our founding in 1998, LIFT has worked with thousands of families to break the cycle of poverty. We provide integrated financial, educational, and employment coaching along with direct cash payments. Our trained coaches partner with parents to build their well-being, financial strength, and social connections – to lift two generations at once with Hope, Money, and Love – so that they can achieve economic stability and mobility.

OUR MODEL & RESULTS

Founded on a relationship based on dignity and trust, our trained coaches partner in **loving** support with parents to secure living wage jobs, continue their education, and increase their financial health. We reduce stress, enliven **hope**, and increase financial slack by giving **money** directly to parents so that they don't have to choose between emergency needs and long-term goals.

A third-party evaluation of LIFT's direct service program found statistically significant increases in our families' personal and household income, employment, financial well-being, and social support, as well as educational enrollment and attainment.



LIFT PARTNERS WITH PARENTS

Parents know what's best for their families. With support from a trained LIFT coach, they design a plan tailored to their family's needs.



PARENTS WORK TOWARD THEIR GOALS

Using these action plans, parents break down their long-term goals (like becoming a nurse assistant), into short-term action steps (like applying to college or securing financial aid) that keep them on the path to success.



LIFT PROVIDES CASH, CONNECTIONS, AND COMMUNITY

LIFT provides \$150 direct cash payments every three months to parents to reduce stress and empower them to reach their goals. Furthermore, LIFT helps parents build community at educational workshops and family-friendly celebrations. These gatherings help eliminate the isolation parents might be feeling and create opportunities to learn and build connections.



FAMILIES BREAK THE CYCLE

Through their own hard work – and with LIFT's support – parents create greater financial stability, career opportunities, and set their families up for success. LIFT-parents have obtained college degrees, purchased homes, paid off credit card debt, built child savings accounts, and started their own businesses.

FY24 IMPACT

Average among members who increased income, savings, and reduced debt

\$18,060

INCREASED INCOME

\$3,614

INCREASED SAVINGS

\$3,605

DECREASED DEBT



TECHNICAL ASSISTANCE

LIFT builds the capacity of mission- and values-aligned organizations to integrate transformational economic mobility coaching services directly into existing programming with current staff. It is intentionally designed, partner-specific, and responds to what is happening on the ground with frontline team members and those they support. We commit to two years of robust, ongoing, and dynamic support that can shift practice in a sustained way.



A third-party multi-year randomized control trial study of LIFT's Technical Assistance partnership with Harbor-UCLA Medical Center found statistically significant impact: when financial coaching was implemented in a pediatric primary care setting, missed visit rates decreased by half, which in turn significantly reduced the risk of missed vaccinations.

LIFT's consistency in communication, availability to staff and thoughtfulness in service delivery has been great!

– Martha's Table staff member

LIFT staff were essential and worked with us every step of the way as we trained our team of new coaches to deliver financial coaching in our busy medical clinic. LIFT made sure that the coaches were equipped with all the tools they need to deliver service to clients on day one at our site.

– Senior Leader and Physician, at UCLA Medical Center



EMPOWERING GOVERNMENT SYSTEMS TO FOSTER ECONOMIC MOBILITY THROUGH HOLISTIC COACHING

Our public benefits system has the potential to be a powerful tool for breaking generational cycles of poverty. Yet, too often, frontline staff in government offices are constrained by compliance checklists that focus on immediate needs rather than long-term economic mobility. LIFT's Technical Assistance model empowers frontline staff to transform their roles from mere case managers to holistic coaches, equipping them to engage families in meaningful conversations about finances. By embedding our proven, strength-based coaching approach into government systems, we're creating a pathway for families to achieve sustainable economic mobility.

OFFICE OF WORK OPPORTUNITY

LIFT has partnered with the D.C. Department of Human Services' Office of Work Opportunity to help refine their approach to supporting families.

TANF: LIFT provided customized technical assistance solutions to equip TANF staff with the tools and trainings needed to successfully transition from compliance-based case management to a holistic coaching approach. Case managers now confidently engage in discussions with families about financial goals and prioritize relational engagement with parents.

SNAP EMPLOYMENT & TRAINING

In 2021, representatives from DC DHS's SNAP Employment & Training observed LIFT Technical Assistance training sessions provided to the DHS Office of Work Opportunity TANF staff. Inspired by these sessions and successful partnership with the TANF team, SNAP E&T collaborated with LIFT to align their approach with our proven coaching practice. Through tailored capacity-building sessions, LIFT is equipping SNAP E&T team members with tools and training needed to adopt a holistic coaching approach, fostering stronger relationships with their customers and driving impactful career and financial outcomes for families.

RICHMOND OFFICE OF COMMUNITY WEALTH BUILDING

LIFT has partnered with the City of Richmond's Office of Community Wealth Building (OCWB), whose mission is to create pathways to self-sufficiency and provide a ladder out of poverty to improve the lives all of Richmond's children. Building on its strong track record of supporting families in achieving their goals, OCWB partnered with LIFT to access capacity-building and training support to scale a coaching approach that drives sustainable economic mobility. Since engaging with LIFT, OCWB has codified their enhanced model in their coaching model handbook, which now states "In an effort to better serve our participants, we have shifted our approach from traditional case management which is characterized as a one-size-fits-all approach that emphasizes rules/regulations dictated by system outcomes towards a two/tri-generation coaching model that is client-driven and prioritizes participant choice and mutual respect."